

## Message Text

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ACTION AF-08

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-----030647 112028 /21

R 021032Z MAR 77  
FM AMEMBASSY KHARTOUM  
TO SECSTATE WASHDC 3770  
INFO AMEMBASSY NAIROBI  
AMCONSUL JOHANNESBURG

UNCLAS KHARTOUM 0708

E.O. 11652: N/A  
TAGS: BEXP, SU  
SUBJECT: WICHITA WORLD TRADE CLUB IOGA

REF: 76 STATE 298847

SUMMARY: SIX DAY VISIT OF WICHITA WORLD TRADE CLUB IOGA WELL RECEIVED BY GOS OFFICIALS AND PRIVATE BUSINESSMEN. MISSION MEMBERS WERE PLEASED WITH THEIR ACCOMPLISHMENTS. THIS TRADE PROMOTION WAS VERY SUCCESSFUL. EXPECTED SALES WITHIN NEXT TWELVE MONTHS EXCEED \$1 MILLION AND LONG TERM POTENTIAL MUCH GREATER. GROUP BENEFITED SIGNIFICANTLY FROM PRESIDENT NIMEIRI'S RECENT VISIT TO KANSAS WHICH PROVIDED ENTRÉE TO HIGH OFFICIALS AND RESULTED IN SUBSTANTIAL LOCAL PUBLICITY. END SUMMARY.

1. RESPONSE TO KANSAS TRADE MISSION ENTHUSIASTIC. MEMBERS HAD FOUR FULL DAYS OF MEETINGS WITH GOS OFFICIALS AND PRIVATE BUSINESSMEN PLUS FIELD TRIP TO 2 MILLION ACRE GEZIRA SCHEME AND AGRICULTURAL RESEARCH CORPORATION. TURNOUT FOR KICKOFF RECEPTION HOSTED BY ECONOFF WAS GOOD WITH MORE THAN 100 GUESTS INCLUDING MINISTER OF STATE FOR AGRICULTURE AND AMBASSADOR. GROUP RECEIVED ALMOST DAILY PRESS COVERAGE. MEETING WITH MINISTER OF AGRICULTURE (ACCOMPANIED BY THE AMBASSADOR) SHOWN ON TV NEWS.

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2. ALL COMPANIES EXCEPT ONE INDICATED THAT PRIMARY OBJECTIVES ACHIEVED. ALL FIRMS MADE CONTACTS WITH SEVERAL POTENTIAL AGENTS AND/OR DISTRIBUTORS AND SEVERAL AGREEMENTS SHOULD BE SIGNED SOON. EXPECTED SALES WITHIN NEXT TWELVE MONTHS RESULTING FROM TRADE MISSON \$1.1 MILLION. ONE FIRM GEGAN PREPARATION OF MAJOR

BID FOR AGRICULTURAL IMPLEMENTS DURING MISSION.  
OPPORTUNITIES LOOK ESPECIALLY GOOD FOR AGRICULTURAL  
MACHINERY, STORAGE FACILITIES, GRAIN DRYERS, AND  
WATER WELL DRILLING EQUIPMENT. LONGER TERM OPPORTUNITIES  
EXIST IN BULK FERTILIZER BLENDING AND LIVESTOCK FEEDING,  
HANDLING AND SPRAYING EQUIPMENT.

3. TRADE MISSION SCHEDULE INCLUDED FOLLOWING EVENTS:

MEETING WITH AMBASSADOR  
RECEPTION  
ECONOMIC BRIEFING  
BRIEFING AND MEETINGS WITH GOS OFFICIALS  
DINNER HOSTED BY MINISTER OF STATE FOR AGRICULTURE  
FIELD TRIP TO GEZIRA  
NATIONAL DAY RECEPTION  
INDIVIDUAL APPOINTMENTS WITH PRIVATE BUSINESSMEN  
INCLUDING GROUP MEETINGS WITH SUDAN CHAMBER OF  
COMMERCE AND SUDANESE INDUSTRIES ASSOCIATION.

4. QUALITY AND NUMBER OF APPOINTMENTS WAS EXCEPTIONAL.  
GROUP BENEFITED SIGNIFICANTLY FROM SUDANESE PRESIDENT  
NIMEIRI'S VISIT TO KANSAS LAST JUNE. MISSION WAS  
RECEIVED BY MINISTERS OF AGRICULTURE, INDUSTRY, AND  
COMMERCE PLUS MINISTER OF STATE FOR CABINET AFFAIRS IN  
CHARGE OF SUDANESE-AMERICAN RELATIONS AND SEVERAL OTHER  
MINISTERS OF STATE. NUMEROUS INDIVIDUAL MEETINGS  
RESULTED FROM GROUP MEETING WITH TWO LOCAL BUSINESS  
ASSOCIATIONS.

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5. FIELD TRIP TO GEZIRA SCHEME AND AGRICULTURAL RESEARCH  
COOPERATION PROVED VERY USEFUL IN UNDERSTANDING AGRICULTUR-  
AL AND IRRIGATION PRACTICES. GROUP ALSO VISITED  
MAINTENANCE SHOPS AND EQUIPMENT TESTING UNIT. SEVERAL  
INDIVIDUAL FIELD TRIP VISITS TO TWO LOCAL DAIRIES,  
FLOUR MILL, AND ONE DAY TRIP TO WESTERN SUDAN TO VIEW  
POTENTIAL WATER-WELL DRILLING SIGHTS DEVELOPED FROM VARIOUS  
PRIVATE MEETINGS.

6. OVERALL WE WERE PLEASED BOTH WITH COMPOSITION AND  
LENGTH OF STAY OF MISSION. SEVERAL COMPANIES FOUND  
EXTENSIVE MARKETS FOR THEIR SPECIALIZED  
PRODUCTS, BUT TWO LIVESTOCK COMPANIES FOUND MARKET  
NOT YET DEVELOPED ENOUGH FOR THEIR PRODUCTS.  
MAJOR PROBLEMS ENCOUNTERED WERE TRANSPORTATION AND  
HOTEL SPACE. LATTER PROBLEM WHOULD BE SOLVED WITH  
OPENING OF HILTON NEXT WEEK. FORMER WILL  
CONTINUE TO BE A PROBLEM SINCE THERE ARE NO AUTOMOBILE  
RENTAL AGENCIES IN KHARTOUM AND EMBASSY MOTOR POOL

CANNOT PROVIDE MUCH SUPPORT. HOWEVER GOS AND PRIVATE  
BUSINESSMAN WERE ABLE TO ASSIST AT LAST MINUTE WHEN  
EARLIER ARRANGEMENTS COLLAPSED. MISSION MEMBERS  
CONCLUDED THAT 4 - 5 WORKING DAYS WERE REQUIRED TO  
ADEQUATELY EXPLORE AGRI-BUSINESS TRADE PROMOTION  
ACTIVITIES. BREWER

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